

Covid-19 Long Term Travel Impacts Study

Psycho-social determinants of Work from Home

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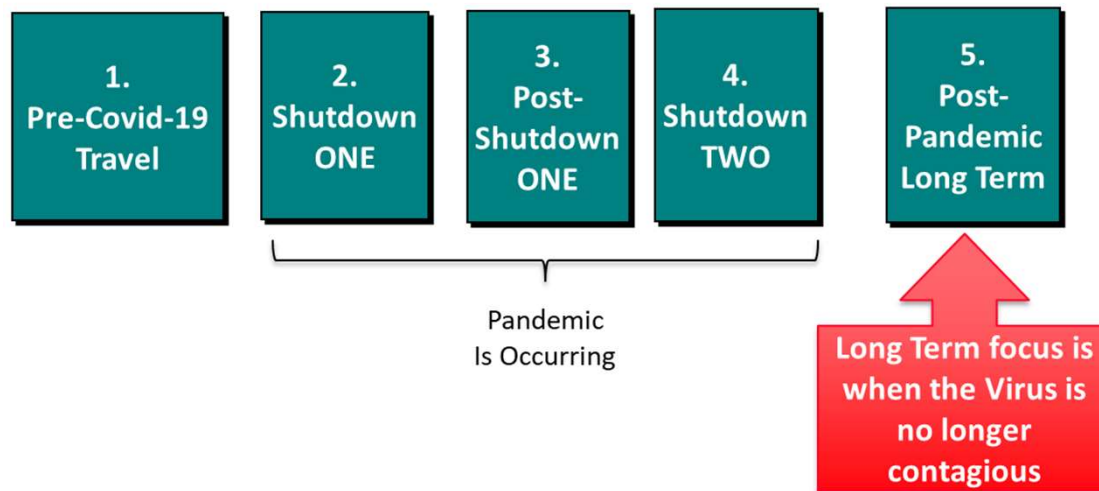
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Research - Covid-19 Long Term Travel Impacts Study

Objective: Understand how C-19 has impacted travel including long term effects.

Stages of Covid-19¹

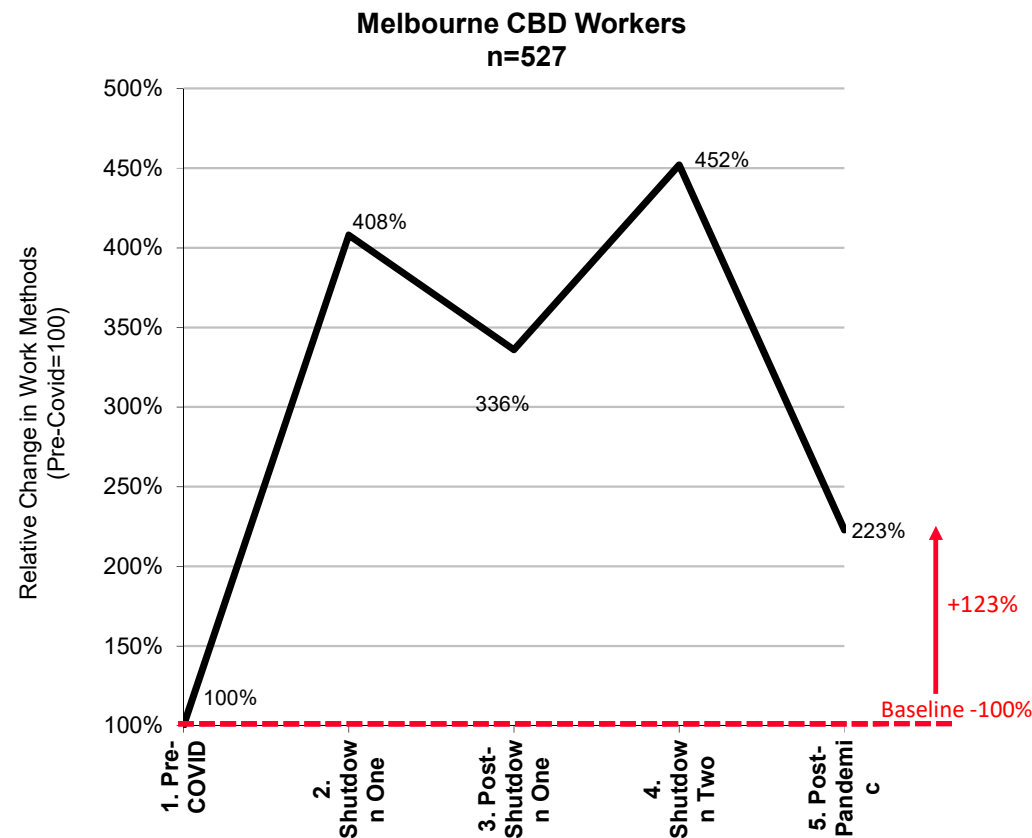
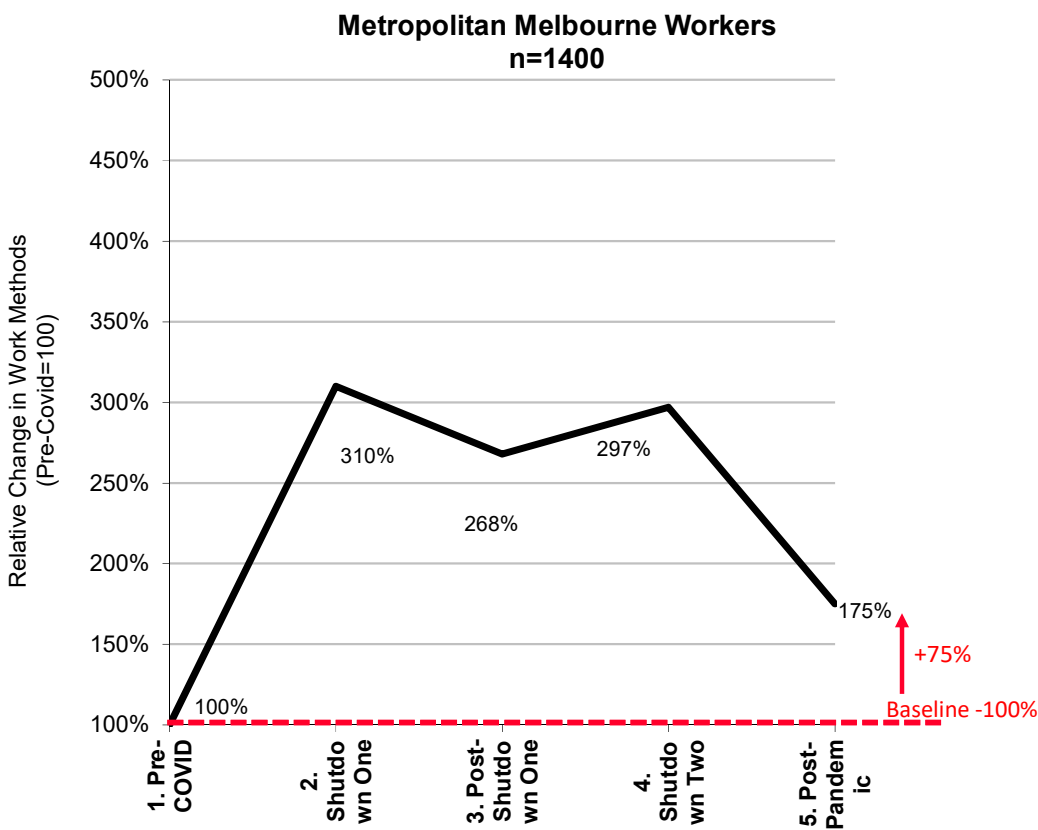


Phase 1: June – August 2020

18 interviews

2200 online surveys

Work from Home- All Melbourne and CBD Workers



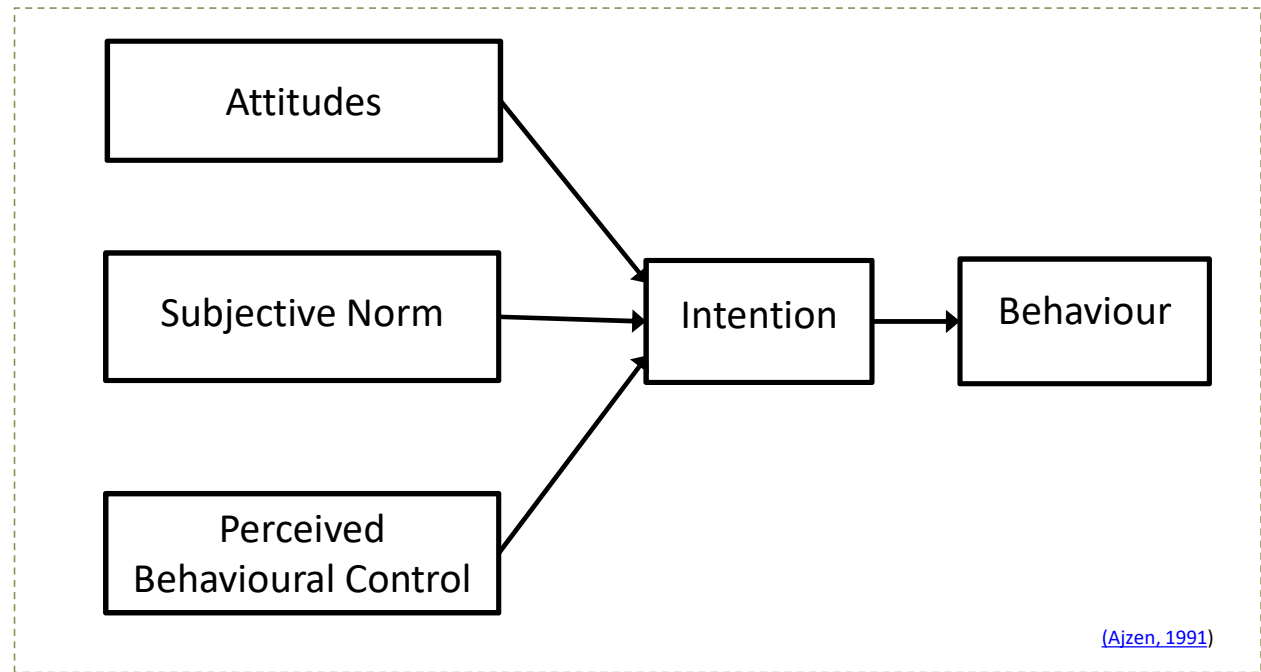
Note:
(1) Monash - August 2020 Online Panel -10-8-2020 sample - Self reported activity participation volume per week (2) Weighted sample; representative of total Melbourne travel

Theory of Planned Behaviour – a lens to understand motivators/barriers

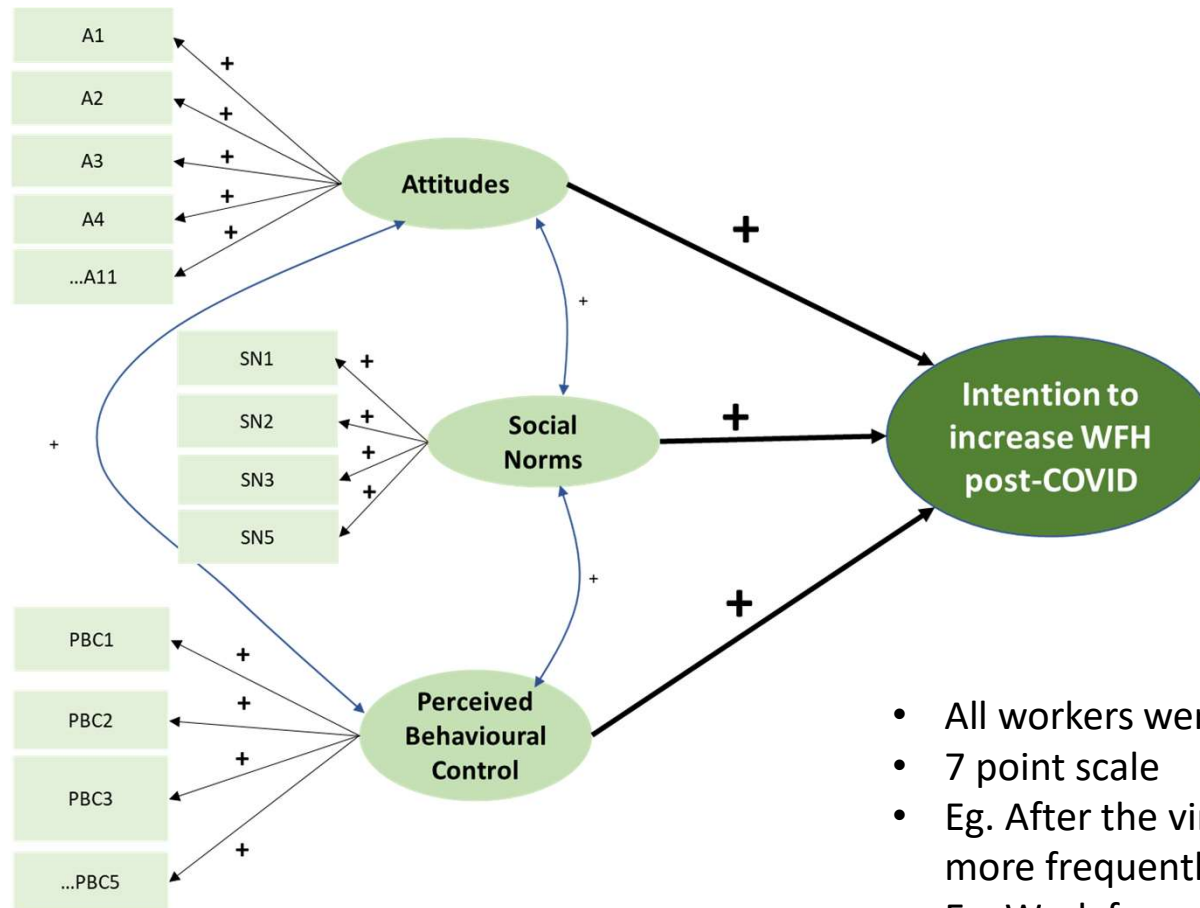
Advantages and Disadvantages

What family/friends expect/support?
What employers support?

How easy/difficult is it to engage in
the behaviour?



Hypothetical Framework



- All workers were asked 22 Likert Style Questions
- 7 point scale
- Eg. After the virus has gone, I intend to work from home more frequently than I did before COVID.
- Eg. Work from home is easy compared to travelling to work

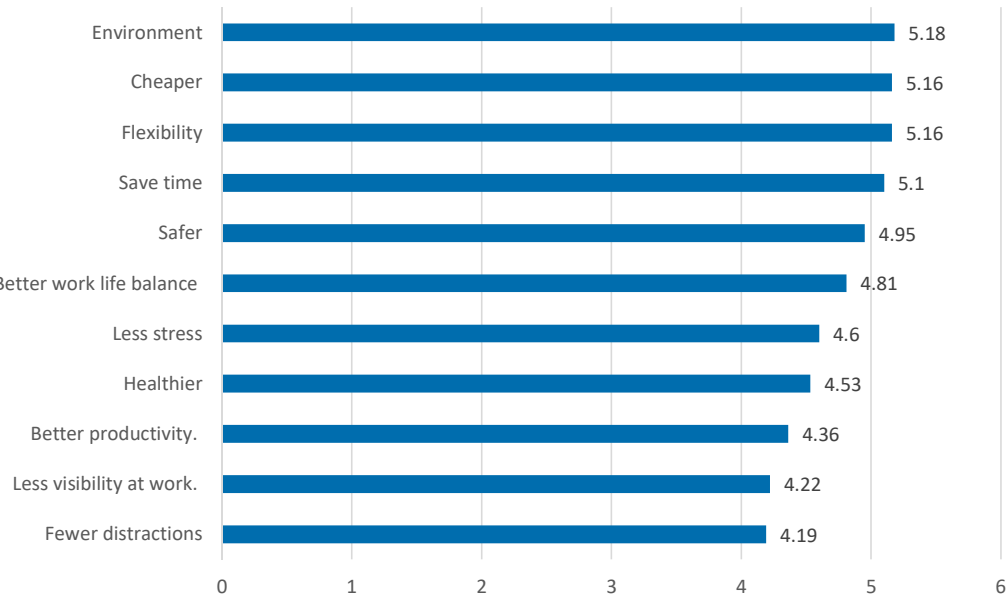
Observed Variables – Explanatory Latent Constructs

Intention	
I	After the virus is gone, I intend to work from home more frequently than I did before COVID.
Attitudes (After the virus is gone, working from home more often than before-COVID-19 will..)	
A1	..help me in improving my productivity.
A2	..help me in saving time.
A3	..improve my work life balance.
A4	..improve my health.
A5	..reduce my stress.
A6	..give me flexibility.
A7	..be cheaper for me.
A8	..be safer for me.
A9	..be better for the environment.
A10	..reduce distractions for me. (24)
A11	..make me concerned about my visibility at work.

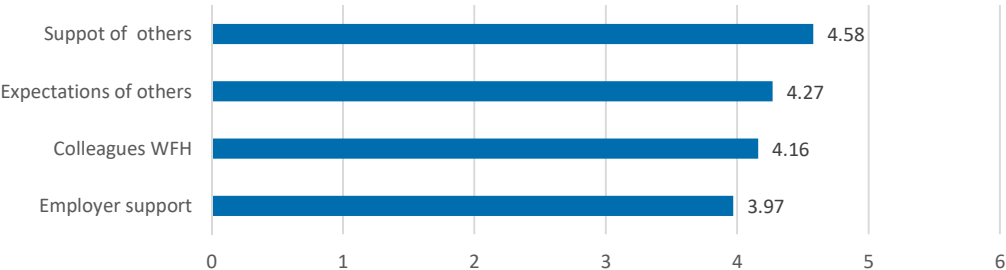
Subjective Norms (After the virus is gone....)	
SN1	..people important to me, think that I should work from home, more often than before COVID.
SN2	..people important to me will support me in working from home, more often than before-COVID.
SN3	..my employer will be supportive of me working from home, more often than before-COVID.
SN4	..my colleagues will work from home, more often than before-COVID.
Perceived Behavioural Control	
PBC1	My job can normally be done from home.
PBC2	Work from home is easy compared to travelling to work
PBC3	I feel comfortable using technology to work from home
PBC4	The materials (computer, equipment, internet etc) I need to work, are available at home.
PBC5	For me, interacting with colleagues is difficult while working from home.

Observed Variables – Mean scores

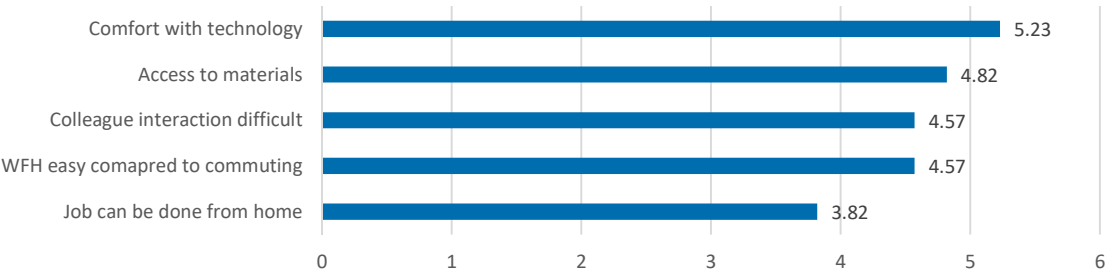
Attitudes - Likert Style Score Means



Subjective Norms - Likert Style Score Means



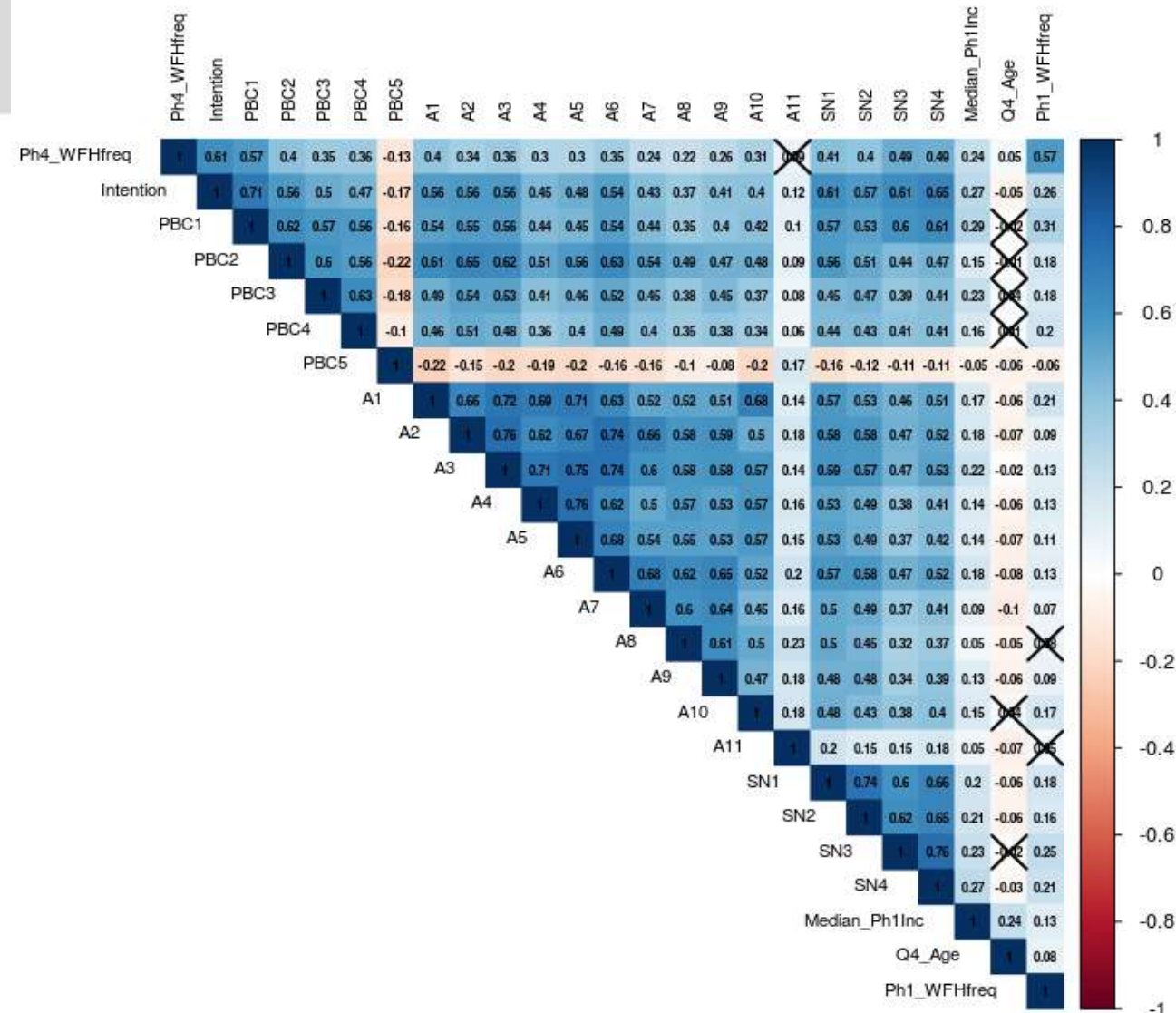
PBC - Likert Style Score Means



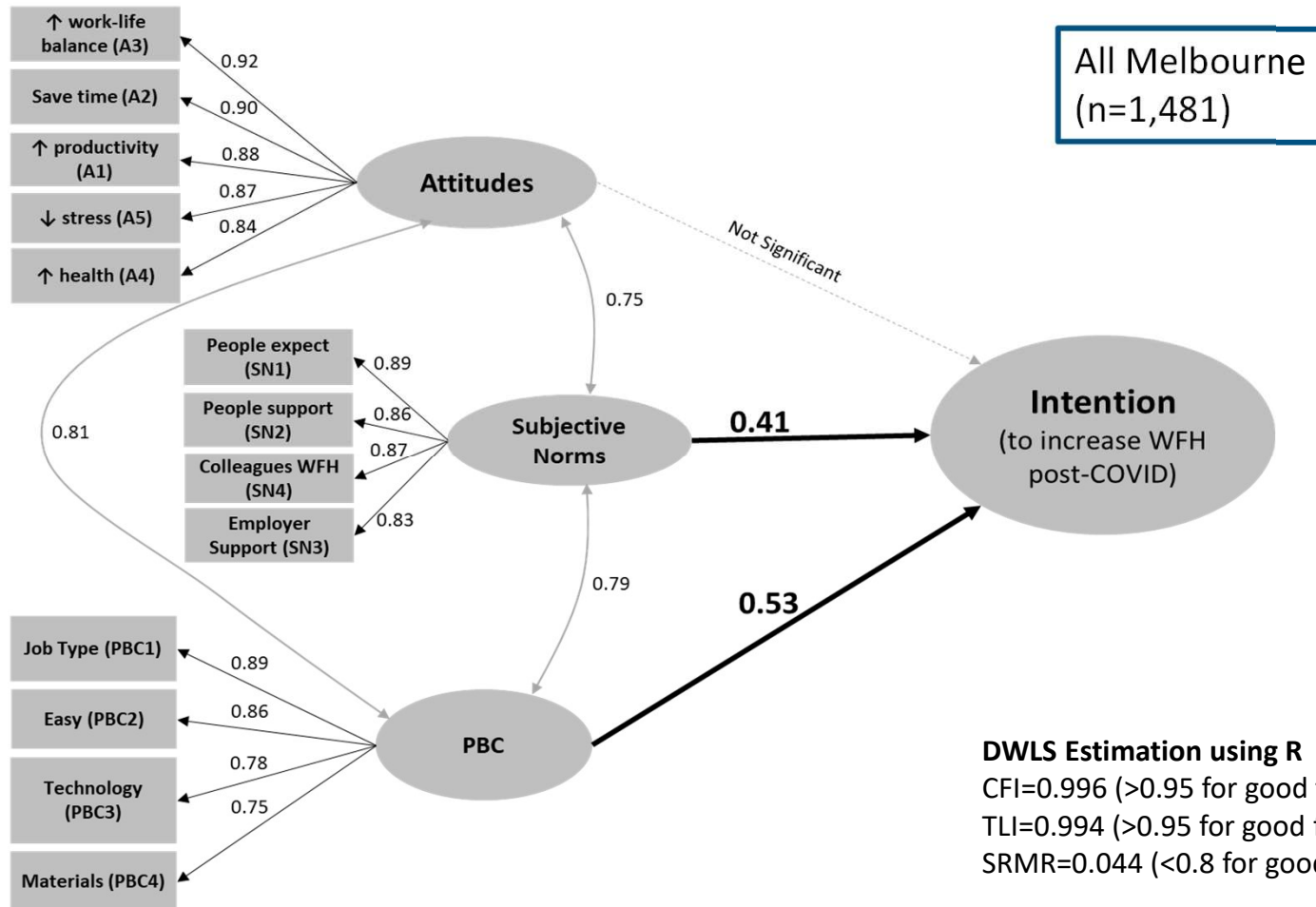
Selecting Observed Variables

Spearman Correlation Matrix for all observed variables

All psycho-social variables with a moderately strong association ($\rho > 0.45$) with Intention were selected to be included in the structural equation model.



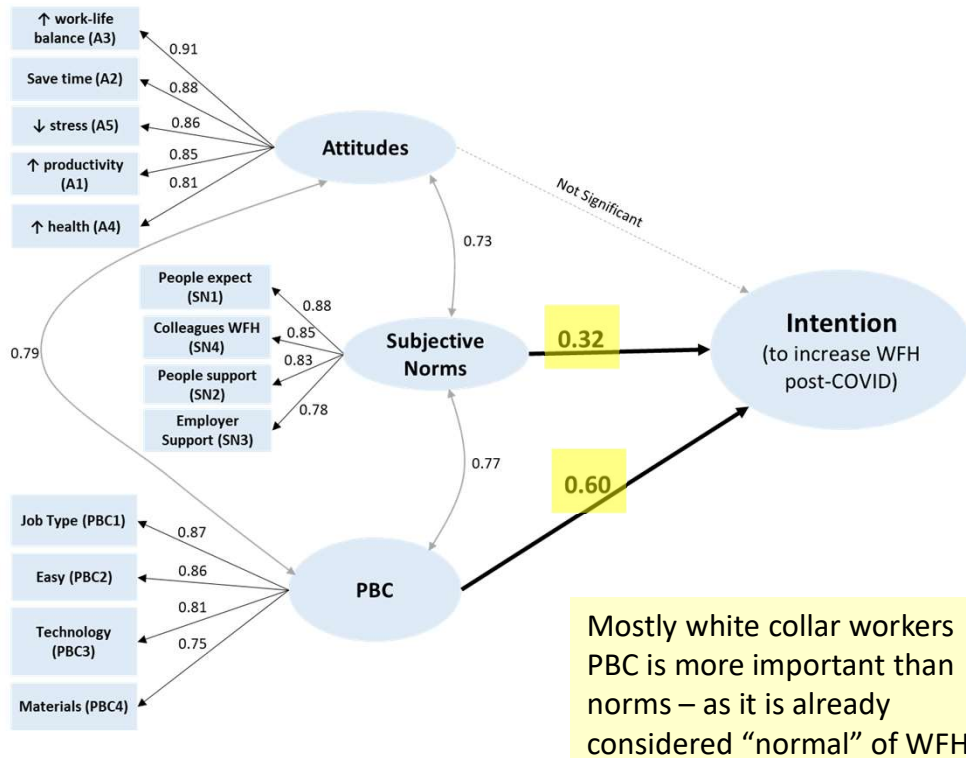
Model fitting - Psycho-social Determinants of intention to increase work from home



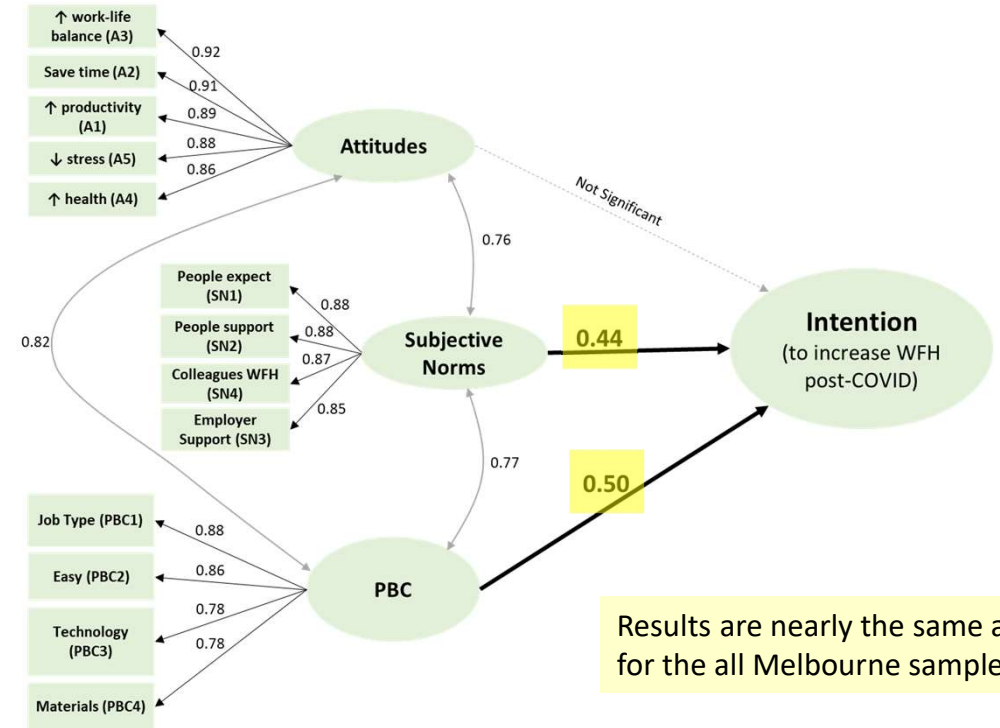
PBC and Social Norms are significant direct predictors
 Attitudes are indirectly positively associated.

- Job type and ease of working from home are most important PBC factors
- Family expectation and if colleagues WFH are most important social factors
- Saving time, better work life balance and improved productivity are key advantages – but DO NOT directly impact decision

Comparing CBD vs non CBD commuters



SEM model for CBD Workers (n=612)



SEM model for non-CBD Workers (n=757)

Insights for Policy

- Even though personal attitudes towards WFH are positive, they are inconsequential – social norms and PBC will play a bigger role.
- In either case, top-down policy / support is crucial
- Jobs typology and comfort with technology is also important.
- What is the objective – encourage WFH or bring people back in the office?
- For encouraging WFH :
 - “normalise” WFH by leading from the top
 - make it easy for people
 - consider providing / subsidising WFH infrastructure at home (vs office rentals)
 - invest in technology + train employees

Our Team



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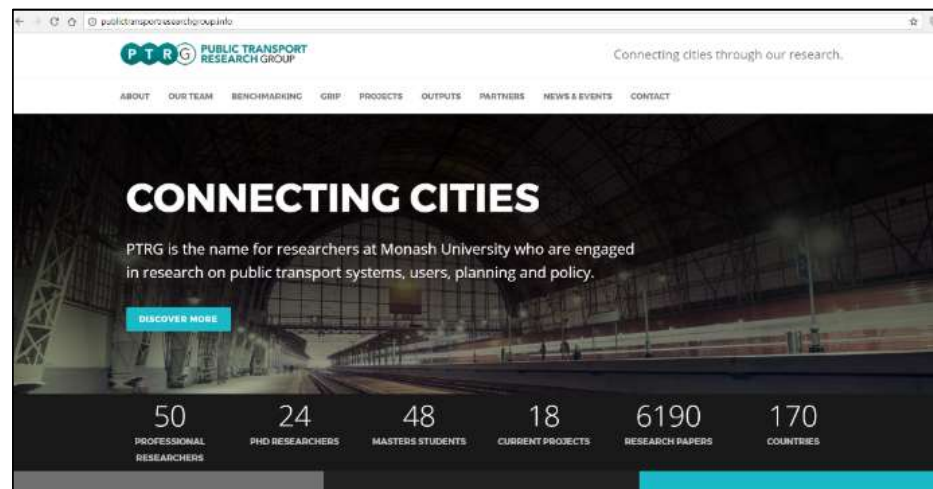
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Connect with us on



W: ptrg.info

(project has a webpage on this site)



Researching Transit



**RT5 – Long term
impact of
COVID-19 on
Travel Behaviour**

